

An event by:



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BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

ZOOMARK 2023 CLOSURES WITH RECORD FIGURES. SAVE THE DATE FOR 2025: 5TH TO 7TH MAY

The 20th edition of the international pet food and pet care fair saw 27,950 visitors, 62% of whom were from abroad. The event was on from 15th to 17th May in BolognaFiere, where it attracted 1,060 exhibitors from 57 countries.

All in all, a **resounding success** for the 20th Zoomark, starting from its **record numbers**.

In the words of **Antonio Bruzzone**, General Manager of BolognaFiere, "Zoomark 2023 saw an incredible **27,950** visitors from all over the world. While the bad weather hampered domestic travel, the percentage of visitors **from abroad doubled** since the last pre-Covid edition, reaching **62%** of the total".

Exhibitor numbers were similarly impressive. All the big names in the pet industry joined the line-up, which counted **1,060** companies, **75%** of whom were from **abroad** (representing **57 countries**), occupying a surface area of **68,000 square metres** across **seven halls**.

"The pet industry is in a period of **strong growth**", Bruzzone continued, "as shown by the findings of the **XVI Assalco-Zoomark Report**, presented at the show's inaugural conference. Likewise, the fact that all the top brands chose Zoomark as their official platform is testament to its **leading role** in the global pet business."

The international standing of the show was also backed up by the **nine foreign delegations** that took part, from the United States, China, Canada, Brazil, the United Kingdom, Greece, the Czech Republic, India and Thailand.

This year's event consolidated Zoomark's time-honoured **focus on innovation**.

The **Pet Vision** area, in particular, showcased a selection of **more than 500 new products** launched by exhibitors, grouped around the **five mega trends** destined to dominate the pet market in the coming years. A source of key insights and inspiration for pet shops, buyers and purchasing managers, these mega trends – Green transition, Healthy & functional, Value for money, Tailor-made and Spoil me more – highlighted the growing demand for sustainable products and services, and consumer attention to health and wellness, an attractive price-performance ratio, increased customization and extra pampering.

Zoomark 2023 also celebrated innovation by launching the first ever **Pet Vision Awards** – inviting an international jury of trade journalists to select the winners in each category.

Another innovation-focussed first in this edition was **NEXT**, a space dedicated to more than fifty new pet business **start-ups**.

As in previous editions, the **Aqua Project** area proved a big draw, with its state-of-the-art, designer **tanks and cases**, and exclusive, attention-grabbing aquariums by high-profile Italian and international brands.

Zoomark also saw a packed programme of **events**, more than **eighty**, from meetings for distributors, to focus sessions on the European market, scientific insights on animal nutrition and health, and seminars on sales-boosting techniques.

Big news at Zoomark 2023 was the announcement of the launch of its Chinese edition, **Zoomark China**, which will be held at PWTC Expo in **Guangzhou** on **23rd and 24th November**.

As Bruzzone emphasized, "the success of Zoomark and its ability to generate business has prompted us to look to the **non-European market**, opening new projects and turning the event into **format** available to the pet industry globally. Thanks to the BolognaFiere Group's presence in Shanghai and the partnership with



Informa Markets, Zoomark is building a **bridge between Europe and China for the pet industry**".

The dates for the next Zoomark in BolognaFiere have already been announced: **5th-7th May 2025**.